

PEST MANAGEMENT ALLIANCE GRANT PROGRAM

PART 1 | 2011–12 SOLICITATION

The California Department of Pesticide Regulation (DPR) is soliciting proposals for its Pest Management Alliance Grant Program. The two-part grant application process begins with submittal of a concept. DPR will then invite groups submitting the highest-ranked concepts to develop proposals.

A PEST MANAGEMENT ALLIANCE IS A DIVERSE, COLLABORATIVE TEAM that may include commodity group representatives, growers, university researchers, urban or industry representatives, landscape professionals, conservation agencies, and sustainability certification programs. Alliance Grant projects enable teams to promote adoption and implementation of integrated pest management (IPM) practices that reduce risks to human health and the environment. Alliance grant projects must provide evidence that adoption is taking place by the end of the grant period. Research may be a minor component of the overall project but DPR will not fund Alliance grant projects that focus on research.

Find summaries of past Alliance grant projects funded by DPR and final reports of project accomplishments at www.cdpr.ca.gov/dprgrants.htm.

INTEGRATED PEST MANAGEMENT

IPM is a long-term, preventive approach to managing pests that combines biological, cultural, physical, and/or chemical options. IPM involves a decision-making process based on pest identification, population monitoring, action thresholds, and knowledge of pest biology. Pest management practices that are effective and economically viable are used in a manner that benefits consumers, growers, farm workers, urban communities, and the environment. Pesticides are used when necessary for effective pest management.

FUNDING

On July 1, 2011, \$400,000 will be available for Alliance Grant projects.¹ Maximum funding for any one project is \$200,000. Projects that receive funding will begin on **September 1, 2011**. Final invoices must be received no later than **May 9, 2014**; there will be no extensions beyond this date. Funding is limited to projects whose primary goal is implementation and adoption of urban or agricultural IPM practices that reduce the use of pesticides of human health or environmental concern.²

PRIORITY AREAS

Projects should focus on implementation and adoption of IPM practices as they relate to these suggested priority areas:

- Volatile organic compound (VOC) emissions
- Structural pest management
- Ground and surface water quality
- Home gardens and landscaping
- Worker health and safety

IMPORTANT DATES

February 7, 2011	Concepts due by 5:00 p.m.
April 7, 2011	Proposals due by 5:00 p.m.
June 30, 2011	Grants awarded
September 1, 2011 ²	Project start date
May 9, 2014	Grant period ends

¹ Pending State Budget approval and approval by DPR's Director.

² "Human health or environmental concern" is intentionally open-ended to allow groups to make their own case for project need and impact. DPR does not maintain a list of pesticides of human health or environmental concern.



ELIGIBILITY

Government and Tribal agencies, universities, colleges, marketing orders, and nonprofit organizations that carry out their projects in California are eligible. DPR employees are not eligible to receive funds. Members of DPR's Pest Management Advisory Committee (PMAC) are not eligible to receive funds unless they recuse themselves from participating in the grant review process. However, the organizations with which the members are associated are eligible for funding. See www.cdpr.ca.gov/docs/pmac/pmaclink.htm for a list of PMAC members. Management Team members (see page 3) cannot have outstanding fines, penalties, or infractions with DPR or the County Agricultural Commissioners.

HOW TO SUBMIT CONCEPTS & PROPOSALS

You may submit concepts and proposals by e-mail, by mail, or in person. Even if you submit your concept or proposal by mail or in person, you must also submit it as a PDF file (see due dates in timelines, this page and p. 4).

By e-mail. E-mail the entire concept or proposal to aschaffner@cdpr.ca.gov as a PDF file. E-mail concepts on or before **February 7, 2011**, and proposals on or before **April 7, 2011**. Files must be received by 5:00 p.m. Allow time for submission, taking into account potential server delays and transmission difficulties.

By mail or in person. Submit concepts and proposals within a sealed envelope. Plainly mark the envelope with the project title, applicant's name, and the words **DO NOT OPEN**, as shown below:

Pest Management Alliance Grant Program
 {Title of Project}
 {Applicant's Name}
 Attn: Ann Schaffner
 Department of Pesticide Regulation
 Pest Management & Licensing Branch
 1001 I Street, 3rd Floor, MS-3A
 Sacramento, California 95812-4015
DO NOT OPEN

By mail. Mailed submissions must be received on or before the due date (see below) by 5:00 p.m.

In person. Bring your packet directly to the Cal/EPA Headquarters Building (1001 I Street, Sacramento, California 95814) and deliver to the first-floor security console by 5:00 p.m. Deliver concepts on or before **February 7, 2011**, and proposals on or before **April 7, 2011**.

CONCEPTS

Concepts are concise descriptions of the Alliance project describing the issues related to IPM the project will address, project goals and objectives, the team members, the target audience³ for outreach, and methods of measuring project success.

TIMELINE FOR 2011 CONCEPTS

Jan. 10	Release Grant Solicitation
Jan. 13	Q & A available at www.cdpr.ca.gov/docs/pestmgt/grants/q_and_a.pdf
Jan. 18	Conference call with prospective applicants at 9:30 a.m. Phone: (888) 982-4610 Passcode: 23073
Feb. 7	Concepts due by 5:00 p.m. (see column to left)
Feb. 17	Notify selected applicants of invitation to develop a proposal

REQUIREMENTS

- Address one or more of the priority areas with an emphasis on reduced-risk solutions. Failure to do so will result in rejection of the concept. For a list of priority areas, see page 1.
- Submit concepts using **Attachment 1. Concept Submission Format**, which has formatting guidelines and the Concept Outline below.
- Submit concept via e-mail as a single PDF file even if you initially submit by mail or in person.

CONCEPT OUTLINE

1. PROJECT BACKGROUND (20 points)

- Which priority area(s) does the project address?
- Describe the pesticide-related problem(s) that the project is addressing and their importance.

2. GOALS & OBJECTIVES (15 points)

Describe the goals and objectives of the project.

³ Typically a subgroup (e.g., local growers in a statewide commodity, golf course association, city parks & recreation department, regional water quality coalition) that serves as the target of project activities used to measure project success. This success is then communicated to a larger audience.

3. PROJECT ACTIVITIES (65 POINTS)**A. Summary (20 points)**

- Briefly outline the key activities of the project.
- Provide a timeline for completion of objectives and the project. Assume a start date of **September 1, 2011**, and an end date of **May 9, 2014**, when final invoices must be received.
- Identify the IPM practices advocated by the project and briefly justify their readiness for implementation and adoption. Discuss their effectiveness as pest management tools and their potential environmental and economic costs compared to current conventional practices.

B. Alliance Development (20 points)

- **Stakeholders.** Provide an overview of the types of groups, organizations, and people that are likely to have an interest in the problem, the project, and its outcomes (e.g., growers, residential neighborhoods, business communities, marketing boards, government, nonprofit or environmental groups).
- List the proposed principal investigator(s), the **Management Team**, and their roles in the project. The Management Team consists of those who will make decisions, and meet goals and objectives.
- List the proposed **Team Partners** and their roles in the project. Team Partners provide outreach to stakeholders, complete project tasks, and give feedback to the Management Team.

C. Education & Outreach (10 points)

- List the target audience(s) likely to adopt IPM practices as a result of this project.
- How will the project communicate with the target audience to increase adoption of IPM practices? What outreach will be developed? Do the project results have the potential to reach beyond the target audience? If so, to whom and how?

D. Measures of Success (15 points)

What quantitative and qualitative measures can be used to determine the project's success in meeting its goals and objectives?

DPR staff will score and rank concepts according to the criteria summarized below, inviting those with the highest-ranked concepts to develop a proposal.

CONCEPT SCORING CRITERIA	SCORE
1. PROJECT BACKGROUND (20 points)	
A. How well does the project address priority area(s)?	5
B. Is there a clear problem statement? Is the problem important?	5
C. Are the proposed IPM practices ready for implementation and adoption?	10
2. GOALS AND OBJECTIVES (15 points)	
Do the goals and objectives address the problem?	10
Are goals and objectives realistic?	5
3. PROJECT ACTIVITIES (65 points)	
A. Summary (20 points)	
Is the project clearly explained?	10
Is the project ready for implementation?	5
Will the timeline allow completion of the project?	5
B. Alliance Development (20 points)	
Provide a list of Management Team members, including the principal investigator. Can this team complete the project?	10
Provide a list of Team Partners and their affiliations. Does this include all parties necessary for project success?	5
Are the roles of each team member clearly described?	5
C. Education & Outreach (10 points)	
Is the target audience identified and a clear communication process described?	5
Are there clear and effective ideas for communicating project results beyond the target audience?	5
D. Measures of Success (15 points)	
Is there a clear grasp of project goals and when goals will be met?	5
Is there a clear plan to measure project success in meeting goals and objectives?	10
TOTAL	100

PROPOSALS

Only groups submitting the highest-ranked concepts will be invited by DPR to develop a proposal.

The proposal is an expansion of the concept and should provide straightforward descriptions of the project and the IPM issues it will address. Proposals should include a detailed scope of work, identify measures of project success, secure commitments from team members, and meet the timeline and qualifications listed below.

TIMELINE FOR 2011 PROPOSALS

Feb. 17	Notify successful applicants of invitation to develop a proposal.
Apr. 7	Proposals due by 5:00 p.m. (see p. 2)
Apr. 12	Submit proposal electronically as PDF file by 5:00 p.m.
June 30	Notify successful applicants of grant award.
Sept. 1	Project start date (pending budget approval)

PROPOSAL REQUIREMENTS

FORMATTING

The proposal must not exceed 20 numbered pages. Text must be a minimum 11-point serifed typeface (e.g., Times or Cambria) and printed (if submitting by mail or in person) on 8.5-x-11-inch white paper with one-inch margins. Number all pages in order beginning with the title page.

CHECKLIST FOR SUBMISSION

- ☐ **Attachment 2**, Title & Signature Page
- ☐ Table of Contents
- ☐ **Proposal components**—use the Proposal Outline, components A–I (see column to right)
- ☐ **Attachment 3**, Current Pest Management Practices. Use this attachment to summarize key pests addressed in the proposal (See p. 5.)
- ☐ **Attachment 4**, Task List and Timeline
- ☐ **Attachment 5**, Line Item Budget Form
- ☐ **Attachment 6**, Task–Budget Form
- ☐ **Résumés or curricula vitae** from principal investigator(s)
- ☐ **Letters of commitment** from Management Team members

PROPOSAL OUTLINE

Use the outline below for the format and sequence of the required components of your proposal.

A. TITLE & SIGNATURE PAGE

This will be your first page. Use the form on DPR's Web site (Attachment 2), following the instructions on the top of the page. The original proposal must be signed by a person with authorization to bind the individual, entity, or organization to the grant terms and conditions. If submitting the proposal via e-mail, include an electronic signature.

B. OVERVIEW (10 points)

The overview of the project states why the project is needed and substantiates the assumptions made.

1. Provide an abstract of the project (500 words or fewer).
2. State why the project is needed and who would benefit.
3. Describe the pesticide-related problem(s) addressed and specific pesticide active ingredients involved.
4. Describe the specific IPM practices being advocated by the project.
5. Describe how the project will increase adoption of the proposed IPM practices in California.
6. Discuss how the IPM practices will reduce VOC emissions, or reduce or eliminate pesticide use of human health or environmental concern.
7. Justify why the IPM practices are ready for implementation.
 - a. Are these practices effective pest management tools?
 - b. Are these practices economically viable?

C. GOALS & OBJECTIVES (10 points)

Identify goals for the project and the objectives used to meet those goals.

1. Describe the overall goals for the project. For example: "Reduce the use of organophosphates in fresh-market apple production by 20 percent in three years."
2. Describe measurable objectives, including specific target dates of completion. For example: "Promote use of pheromone mating disruption to manage codling moth by 12 growers with over 20 acres each by the end of the 2011 season."
3. Relate objectives directly to the issues to be addressed.

4. Describe any outcomes expected from the successful completion of this project.
5. Include any environmental and economic benefits resulting from this project.

D. CURRENT PEST MANAGEMENT PRACTICES (10 pts)

Use Attachment 3 to develop this component. Provide a brief narrative summary of key pests addressed in the proposal and the most common practices currently used to manage them. For projects addressing a wide range of pests, use general categories (e.g., structural insect pests, orchard weeds) in place of individual species names.

E. ADOPTION & DELIVERABLES (10 points)

Identify the target audience and the project deliverables, and describe how implementation will be achieved.

1. Describe, in detail, the population or geographic area that will be used as a measure of project adoption. For example: “The project will take place in Fresno city parks, which are visited by thousands of people each year. Classes are expected to reach 100 Fresno PCAs and growers.”
2. Discuss how the project will lead to implementation resulting in reaching project goals and meeting the objectives for the grant.
3. Describe a plan to document and analyze all relevant economic data from the project. Give details of how the project will track economic and labor input to give a true accounting of the costs of IPM practices (e.g., pest monitoring, reduced-risk pesticides, pheromones) compared to standard practices.
4. Describe the framework in place (or planned) to effectively communicate IPM practices, including economic data and other project results to the target audience.
5. Describe any plans for continued implementation that will generate desired outcomes beyond the life of the grant or enable the results to be expanded to new geographic areas or target audiences.

F. MEASURES OF SUCCESS (10 points)

Identify methods that will be used to measure the impact of the project and why the method is appropriate.

1. For each listed objective, describe how success will be measured. Emphasize measures of success that can be quantified numerically.
2. Describe the method for evaluating and measuring how the project has achieved the goals and objectives, including adoption of IPM.
3. Include a plan to document and overcome barriers to success.

G. TEAM (15 points)

Identify the Management Team that meets regularly to make decisions about the project. The ideal Management Team is a diverse group that can collectively address all aspects of the project.

1. Describe the Management Team and each member’s relevant experience. The DPR Grant Manager will participate as part of the Management Team.
2. Identify Team Partners—those involved and participating in the project but not involved in project management.
3. Identify all Team Partners by name, address, and area of expertise or involvement. *If possible, include individuals who already use the proposed practices and could serve as mentors.*
4. Describe any other relevant financial commitments and related work, and how the Alliance work is different or complementary.

H. SCOPE OF WORK (25 points)

Provide a detailed work plan to identify tasks and deliverables for each objective. The scope of work and budget will be key components of the grant agreement and should describe objectives, tasks, deliverables, and key dates.

1. Provide a short narrative of each task and link tasks to objectives. For example: “Task 1: Organize six meetings to demonstrate pheromone technologies to meet Objective 3—Extend project information to all apple growers.”
2. A deliverable is defined as a tangible or intangible product resulting from a project activity. For example: “Produce a field guide of reduced-risk pest management practices in California cotton.”
3. For each task, list the deliverable(s) and a projected date for completion using Attachment 4, the Task List and Timeline form. Assume a start date of September 1, 2011, and an end date no later than May 9, 2014.

I. BUDGET (10 points)

Provide line-item and task-associated budgets for the project.

1. Provide a budget narrative. Include reports and meetings (see column on right) required by DPR for the project in the proposed budget and scope of work.
2. Use **Attachment 5**, the Line-item Budget Form, to provide a summary of project expenses itemized according to the seven budget categories listed. List any equipment to be purchased costing more than \$500.
3. Use **Attachment 6**, the Task Budget Form to link project expenses to objectives and tasks.
4. Identify objectives for easy reference in the budget and timeline.

PROPOSAL SCORING CRITERIA	SCORE
A. Title & Signature Page. This is the first page. Use the online form and delete the header that says "Attachment 2."	
B. Overview. The reviewers's overall assessment of the project.	10
C. Goals and Objectives. Are project goals reasonable and achievable?	10
D. Current Pest Management Practices. What is the importance of the pesticide-related problem?	10
E. Adoption and Deliverables. Are the IPM practices likely to be adopted? Have the practices been proven effective and economically viable? Is outreach to promote adoption and implementation likely to reach target audiences?	10
F. Measures of Success. Are the measures of success useful for determining if project goals and objectives were met?	10
G. Team. Does the team have the expertise to complete the project successfully? Are a diverse set of stakeholders represented?	15
H. Scope of Work. Is there a clear plan to do the work? Can the tasks and activities be accomplished within the time frame and budget?	25
I. Budget. Will the budget allow completion of the project?	10
TOTAL	100

PROPOSAL SELECTION

Proposals will be reviewed by the Pest Management Advisory Committee (PMAC), a stakeholder group represented by public and private expertise in pest management. PMAC's role in regulation is reviewing and recommending proposals for pest management grants.

REQUIRED REPORTS

Principal investigators must submit quarterly progress reports and semiannual reports. DPR must receive the final report via e-mail by **April 9, 2014**.

Applicants should include a schedule for progress, semiannual, and final reports in their Scope of Work and Task List & Timeline. The exact timing of semi-annual progress reports and the final report will be at the discretion of the DPR Grant Manager and dependent on start date and availability of funds.

The quarterly progress reports summarize project activities, significant milestones accomplished, and problems encountered, and refer to the receipts submitted with the corresponding invoice.

REQUIRED MEETINGS

- **Initial meeting.** Hold a meeting within 30 days of the executed agreement to discuss administrative processes and requirements. At this meeting, the Management Team will review and, if necessary, revise tasks and objectives.
- **Grant Manager.** Hold at least six informal update meetings (may be conference calls) with the DPR Grant Manager at his or her discretion.
- **Management Team.** Hold two meetings each year with the Management Team.
- **Entire team.** Hold two meetings each year to update all team members (may be concurrent with Management Team meeting).
- **PMAC.** Hold one summary PMAC meeting at DPR headquarters or one field tour for invited PMAC and DPR staff during the grant's final year. These meetings will provide information about project goals, objectives, and results.

QUESTIONS?

For questions about this solicitation, contact Ann Schaffner at aschaffner@cdpr.ca.gov or (916) 324-4156.